

## Utah Food Strategy Team Kicks Off 2003 With Food Awareness Campaign "Utah's Own"

"Utah's Own." Two simple words that mean quality, freshness and a link to Utah's best foods.

The Utah Food Strategy Team kicks off the state's largest effort to increase consumer awareness of Utah-produced foods with the unveiling of the "Utah's Own" food campaign. Utah shoppers will begin seeing the "Utah's Own" logo in stores and in television Public Service Announcements in the coming weeks.

The Utah Food Strategy Team is introducing itself and the "Utah's Own" campaign as a means to bring high-quality food to more Utahns and improve Utah's rural economy.

"Recent polls show us that Utah consumers will buy 'Utah' if all conditions are equal," said Keith Gillins, Chairman of the Food Strategy Team. "Our goal is to make sure Utah products are identified in the store, and that people understand the value they are receiving," he added.

The Utah Food Strategy Team (UFST) wants to dramatically increase the percentage of Utah food that is sold and consumed in the state.



## Bird And Poultry Owners Cautioned To Take Extra Measures To Prevent Spread Of Exotic Newcastle Disease

Salt Lake City -- Owners of game birds and producers, backyard flocks, parrots, cockatiels, falcons, and parakeets are cautioned to take measures that will not introduce Exotic Newcastle Disease (END) into flocks in Utah. Owners of these birds are reminded that any movement across state line is illegal unless proper health certificates and entry permits accompany the birds. The Utah Department of Agriculture and Food (UDAF) recently issued a ban on the importation of game birds and poultry from several counties in Southern California and Clark County, Nevada (Las Vegas).

The disease is not considered a threat to human health, although persons who handle infected birds may experience conjunctivitis.

The UDAF is particularly concerned that owners of illegal fighting cocks often transport their birds between states without taking proper animal health precautions. Fighting cocks have been heavily implicated in the transmission of END and are difficult to control because of the secretive nature of that culture.

Utah will not accept eggs, chicks, pullets, adult poultry, game birds, or caged birds from the quarantine areas of southern California, and southern Nevada.

The UDAF appeals to the Utah poultry industry at all levels to implement the following precautions:

- \* Do not accept, purchase, or transport birds, eggs, or equipment from non-approved or unknown sources. **A Certificate of Veterinary Inspection and a prior Entry Permit is required for interstate movement of all poultry to Utah.**
- \* Do not visit poultry premises in the quarantine area.
- \* Implement biosecurity measures for your own premise including visitor restrictions, disinfection procedures, and screening or restriction of employees who may have contact with other types of poultry, including game birds.
- \* Avoid events where commingling of birds will take place such as swap meets, exhibitions, fairs, cock fights, etc. Do not bring birds home from such events.

**For more information contact (801) 538-7161.**

# AG. News 2003

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Utah Governor  
Utah Commissioner of Agriculture  
AG. News Editor

Michael O. Leavitt  
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## UDAF Employees To Begin Mandatory Ethics Training On State Equipment Use

Division directors and program managers are scheduling mandatory ethics training sessions for employees during the next few months to review state policy, as well as state and federal laws regarding equipment use.

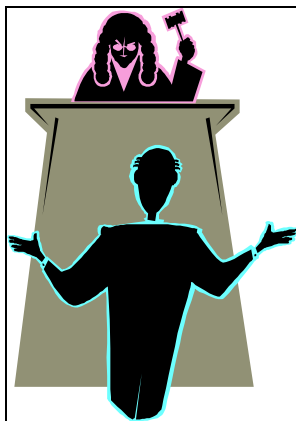
Commissioner Peterson is reminding employees of the strict state guidelines that are in place regarding the use of agency equipment—particularly computers.

“Your Employment is at risk should you use a state computer to visit unauthorized Internet sites, or for any other unauthorized purpose,” said Commissioner Peterson. “We are implementing periodic and random checks of computers to verify adherence to the policy,” he added.

The Utah Attorney General’s Office advises that state agencies use zero tolerance for violations relating to employees visiting pornographic Internet sites, or participating in chat rooms where illegal enticements are exchanged. He cautioned that any involvement with children is illegal and carries severe punishment.

### Mandatory Training

Employees who use state-assigned equipment will be required to sign-off on the ethics training, indicating they understand the state law and the department’s policy. Future administrative salary increases, bonuses, or incentive awards are contingent upon completion of the training.



Periodic personal use of computers for personal use is acceptable, provided the use does not violate state policy nor interfere with an employees duties and performance.

The State Information Technology resources acceptable use policy states in part:

Employees shall not use IT resources to:

- \* Distribute offensive or harassing statements, disparage others based on race, national origin, sex, sexual orientation, age, disability or political or religious beliefs.
- \* Distribute incendiary statements which might incite violence or describe or promote the use of weapons or devices associated with terrorist activities.
- \* Distribute or solicit sexually oriented messages or images.
- \* **Any State resource used for personal use that incurs a cost must be reimbursed.**

The entire IT Resources Acceptable Use Policy is available at: [www.ag.utah.gov/](http://www.ag.utah.gov/)

## CENSUS OF AGRICULTURE DEADLINE APPROACHING

The USDA's National Agricultural Statistics Service (NASS) is asking America's farmers and ranchers to complete and return the 2002 Census of Agriculture that is currently under way.

Farmers and ranchers are being asked to return their completed forms by Feb. 3, 2003. Everyone who receives a census form, including those who did not operate a farm or ranch in 2002, is required by law (Title 7, U.S. Code) to return it.

NASS has provided a convenient toll-free number, 1-888-4AG-STAT, for producers who need help completing their form.

Census results will be released Feb. 3, 2004, at [www.usda.gov/nass/](http://www.usda.gov/nass/).

For more information, call the Agricultural Statistics Hotline at 1-800-727-9540.

## COMMISSIONER PETERSON TO PROMOTE AG. EXPORTS AT MEXICAN TRADE MISSION

Salt Lake City -- Utah Agriculture Commissioner, Cary G. Peterson, will meet with Mexican Secretary of Agriculture, Javier Usabiaga Arroyo this week to discuss the expansion of U.S.-Mexico agricultural trade. Commissioner Peterson will join Utah Governor, Mike Leavitt, and other Utah trade delegates for talks beginning February 3, 2003 in Mexico.

Commissioner Peterson will promote Utah's growing turkey industry which saw exports to Mexico increase from 1 million pounds in 2001 to 1.2 million pounds in 2002. Commissioner Peterson will also promote Utah's apple industry as well as animal health issues with Secretary Arroyo.

Governor Leavitt will visit key cities in the United States and around the world to promote Utah, following the successful 2002 Winter Olympic Games. Prior to the games, the state hosted a series of Torch Relay Receptions throughout the country where key business leaders and "Friends of Utah" gathered to share in the magic of the Olympic Torch. These receptions opened up a world of opportunity for partnerships with Utah companies.

This week's visit is one of several trade missions scheduled by the Governor for 2003. The Utah trade delegation has visits planned for Mexico, Canada, Japan, Korea, China Great Britain, Germany and other foreign and domestic cities.

Commissioner Peterson will represent Utah's agribusiness industry that generates more than \$4 billion dollars to the state's economy each year. According to the U.S. Department of Commerce, Utah exports more than \$300 million a year in food and agricultural products around the world, \$12 million of which goes to Mexico. Utah exported a total of \$110.5 million to Mexico in 2000. Agriculture and food products represent the state's fourth largest export sector to that country.

The domestic trade missions will be used to further develop the state's economic eco-systems through key national contacts. The eco-systems include: medical devices, biotechnology, aerospace, agribusiness, web services and digital media.